



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321423

Schedule Dates	10/15/12-10/21/12	Date Entered	07/10/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/02/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	CI5C21 GOV (132630)	Headline #	06221198
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/CI5C21	Commission	\$7,635.00
Account Types	National/Political	Net Total	\$43,265.00
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	56	\$50,900.00
Grand Total:	56	\$50,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.2	Normal Line / Spot	10/17/12-10/17/12	6	:30	6P- 6:30P (EST)				1					1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	8/7/12
2.2	Normal Line / Spot	10/17/12-10/17/12	6	:30	7A- 8A (EST)				1					1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
3.1	Cancelled Line / Spot	10/19/12-10/19/12	6	:30	10A- 11A (EST)					1				1	\$245.00	\$245.00	Charlotte (WSOC)	DR PHIL	10/2/12
4.1	Cancelled Line / Spot	10/19/12-10/19/12	6	:30	10P- 11P (EST)					1				1	\$2,500.00	\$2,500.00	Charlotte (WSOC)	20/20	10/2/12
5.1	Normal Line / Spot	10/19/12-10/19/12	6	:30	11P- 11:35P (EST)					1				1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
6.2	Cancelled Line / Spot	10/19/12-10/19/12	5	:30	12P- 1P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	CHIEF	10/2/12
7.0	Normal Line / Spot	10/19/12-10/19/12	6	:30	4P- 5P (EST)					2				2	\$600.00	\$1,200.00	Charlotte (WSOC)	DR OZ	10/2/12
8.0	Cancelled Line / Spot	10/19/12-10/19/12	6	:30	6P- 6:30P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
9.1	Normal Line / Spot	10/19/12-10/19/12	6	:30	7A- 8A (EST)					1				1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
10.1	Normal Line / Spot	10/19/12-10/19/12	6	:30	10A- 11A (EST)					1				1	\$245.00	\$245.00	Charlotte (WSOC)	DR PHIL	10/2/12
11.1	Normal Line / Spot	10/19/12-10/19/12	6	:30	11P- 11:35P (EST)					1				1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
12.1	Cancelled Line / Spot	10/15/12-10/15/12	6	:30	11:35P- 12:05A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	NIGHTLINE	10/2/12
13.2	Normal Line / Spot	10/15/12-10/15/12	6	:30	11:35P- 12:05A (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	NIGHTLINE	10/2/12

CONFIRMATION CONTRACT

Date:

Accepted Station:

Date:

Comments:

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Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/02/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipkind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	C15C21 GOV (132630)	Headline #	06221198
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/C15C21	Commission	\$7,635.00
Account Types	National/Political	Net Total	\$43,265.00
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)			
By Broadcast Month	Spots	Rate	
Oct. 2012	56	\$50,900.00	
Grand Total:	56	\$50,900.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.1	Normal Line / Spot	10/15/12-10/15/12	6	:30	12P- 1P (EST)	1	1							1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
16.1	Cancelled Line / Spot	10/15/12-10/15/12	6	:30	4P- 5P (EST)	2								2	\$600.00	\$1,200.00	Charlotte (WSOC)	DR OZ	10/2/12
17.2	Normal Line / Spot	10/15/12-10/15/12	6	:30	5A- 5:30A (EST)	1	1							1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
18.2	Normal Line / Spot	10/15/12-10/15/12	6	:30	6P- 6:30P (EST)	1	1							1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	8/7/12
19.2	Normal Line / Spot	10/15/12-10/15/12	6	:30	7A- 8A (EST)	1	1							1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
20.1	Normal Line / Spot	10/15/12-10/15/12	6	:30	8P- 10P (EST)	1	1							1	\$4,800.00	\$4,800.00	Charlotte (WSOC)	DWTS	8/7/12
21.1	Cancelled Line / Spot	10/20/12-10/20/12	5	:30	12P- 12:30P (EST)						1			1	\$200.00	\$200.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/2/12
22.2	Normal Line / Spot	10/20/12-10/20/12	6	:30	7A- 8A (EST)						1			1	\$225.00	\$225.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	8/7/12
23.2	Normal Line / Spot	10/20/12-10/20/12	6	:30	8A- 9A (EST)						1			1	\$400.00	\$400.00	Charlotte (WSOC)	GMA SATURDAY	8/7/12
23.2.1	Preempt	10/20/12															Charlotte (WSOC)	No Avail/Exception -	
24.2	Normal Line / Spot	10/21/12-10/21/12	6	:30	11P- 11:35P (EST)							1		1	\$850.00	\$850.00	Charlotte (WSOC)	SUN LATE NEWS	8/7/12
25.2	Cancelled Line / Spot	10/21/12-10/21/12	6	:30	12P- 12:30P (EST)							1		1	\$200.00	\$200.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/2/12
26.2	Normal Line / Spot	10/21/12-10/21/12	6	:30	6P- 6:30P (EST)							1		1	\$925.00	\$925.00	Charlotte (WSOC)	6P NEWS SUNDAY	8/7/12
27.2	Normal Line / Spot	10/21/12-10/21/12	6	:30	7A- 8A (EST)							1		1	\$250.00	\$250.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	8/7/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	C15C21 GOV (132630)	Headline #	06221198
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/C15C21	Commission	\$7,635.00
Account Types	National/Political	Net Total	\$43,265.00
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	56	\$50,900.00
Grand Total:	56	\$50,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
28.2	Normal Line / Spot	10/18/12-10/18/12	6	:30	11P-11:35P (EST)	1				1				1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
29.1	Normal Line / Spot	10/18/12-10/18/12	6	:30	12P-1P (EST)	1				1				1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
30.1	Cancelled Line / Spot	10/18/12-10/18/12	6	:30	4P-5P (EST)	2				2				2	\$600.00	\$1,200.00	Charlotte (WSOC)	DR OZ	10/2/12
31.2	Normal Line / Spot	10/18/12-10/18/12	6	:30	5A-5:30A (EST)	1				1				1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
32.2	Normal Line / Spot	10/18/12-10/18/12	6	:30	5:30P-6P (EST)	1				1				1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
33.2	Normal Line / Spot	10/18/12-10/18/12	6	:30	6P-6:30P (EST)	1				1				1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	8/7/12
34.2	Normal Line / Spot	10/18/12-10/18/12	6	:30	7A-8A (EST)	1				1				1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
35.2	Normal Line / Spot	10/18/12-10/16/12	6	:30	11P-11:35P (EST)	1		1						1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
36.1	Normal Line / Spot	10/16/12-10/16/12	6	:30	12P-1P (EST)	1		1						1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
37.1	Cancelled Line / Spot	10/16/12-10/16/12	6	:30	4P-5P (EST)	2		2						2	\$600.00	\$1,200.00	Charlotte (WSOC)	DR OZ	10/2/12
38.2	Normal Line / Spot	10/16/12-10/16/12	6	:30	5A-5:30A (EST)	1		1						1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
39.2	Normal Line / Spot	10/16/12-10/16/12	6	:30	5:30P-6P (EST)	1		1						1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
40.2	Normal Line / Spot	10/16/12-10/16/12	6	:30	6P-6:30P (EST)	1		1						1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	8/7/12
41.2	Normal Line / Spot	10/16/12-10/16/12	6	:30	7A-8A (EST)	1		1						1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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Brand C15C21 GOV (132630)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN,LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/C15C21
Account Types National/Political
Billing Type Standard
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered 07/10/12
Last Modified 10/02/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221198
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,635.00
Net Total \$43,265.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012
Grand Total:
Spots 56
Rate \$50,900.00
\$50,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
42.2	Normal Line / Spot	10/16/12-10/16/12	6	:30	9P- 10P (EST)			1						1	\$6,000.00		Charlotte (WSOC)	DWTS RESULTS	8/7/12
42.2.1	Preempt	10/16/12															Charlotte (WSOC)	Program Change/Exception - DEBATE	
43.2	Normal Line / Spot	10/17/12-10/17/12	6	:30	11P- 11:35P (EST)				1					1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
44.2	Cancelled Line / Spot	10/17/12-10/17/12	6	:30	11:35P- 12:05A (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	NIGHTLINE	10/21/12
45.1	Normal Line / Spot	10/17/12-10/17/12	6	:30	12P- 1P (EST)				1					1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
46.1	Cancelled Line / Spot	10/17/12-10/17/12	6	:30	4P- 5P (EST)				2					2	\$600.00	\$1,200.00	Charlotte (WSOC)	DR OZ	10/21/12
47.2	Normal Line / Spot	10/17/12-10/17/12	6	:30	5A- 5:30A (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
48.0	Cancelled Line / Spot	10/19/12-10/19/12	6	:30	10:58A- 11:57A (EST)						X			1	\$325.00	\$325.00	Charlotte (WSOC)		10/21/12
49.0	Normal Line / Spot	10/19/12-10/19/12	6	:30	5P- 5:30P (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)		8/7/12
50.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	5:30P- 6P (EST)						1			1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
51.0	Cancelled Line / Spot	10/19/12-10/19/12	6	:30	10A- 11A (EST)						1			1	\$245.00	\$245.00	Charlotte (WSOC)	DR PHIL	10/21/12
52.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	7A- 8A (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
53.0	Normal Line / Spot	10/19/12-10/19/12	6	:30	8A- 9A (EST)						1			1	\$600.00	\$600.00	Charlotte (WSOC)	GMA	8/7/12

CONFIRMATION CONTRACT

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Date:

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Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand C15C21 GOV (132630)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/C15C21
Account Types National/Political
Billing Type Standard

Date Entered 07/10/12
Last Modified 10/02/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221198
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,635.00
Net Total \$43,265.00
Sales Tax

Charlotte (WSOC)	By Broadcast Month	Spots	Rate
	Oct. 2012	56	\$50,900.00
Grand Total:		56	\$50,900.00

Comments

MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
54.0	Normal Line / Spot	10/19/12-10/19/12	6	:30	10P- 11P (EST)						1			1	\$3,500.00	\$3,500.00	Charlotte (WSOC)	20/20	8/7/12
55.0	Cancelled Line / Spot	10/15/12-10/15/12	6	:30	10:58A- 11:57A (EST)		1	X						1	\$325.00	\$325.00	Charlotte (WSOC)		10/2/12
56.0	Normal Line / Spot	10/15/12-10/15/12	6	:30	5P- 5:30P (EST)			1						1	\$700.00	\$700.00	Charlotte (WSOC)		8/7/12
57.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	5:30P- 6P (EST)		1	X						1	\$750.00	\$750.00	Charlotte (WSOC)	EWETNESS NEWS	8/7/12
58.0	Normal Line / Spot	10/20/12-10/20/12	6	:30	11:30P- 12:05A (EST)						1			1	\$600.00	\$600.00	Charlotte (WSOC)		8/7/12
59.0	Cancelled Line / Spot	10/20/12-10/20/12	3	:30	12:05A- 1:05A (EST)						1			1	\$600.00	\$600.00	Charlotte (WSOC)		8/7/12
60.0	Cancelled Line / Spot	10/18/12-10/18/12	6	:30	10A- 11A (EST)						1			1	\$245.00	\$245.00	Charlotte (WSOC)		10/2/12
61.0	Cancelled Line / Spot	10/18/12-10/18/12	5	:30	11:35P- 12:05A (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	10/2/12
62.0	Normal Line / Spot	10/18/12-10/18/12	6	:30	5P- 5:30P (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	10/2/12
63.0	Normal Line / Spot	10/18/12-10/18/12	6	:30	6A- 7A (EST)						1			1	\$750.00	\$750.00	Charlotte (WSOC)		8/7/12
64.0	Normal Line / Spot	10/18/12-10/18/12	6	:30	7A- 8A (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)		8/7/12
65.0	Normal Line / Spot	10/18/12-10/18/12	6	:30	9P- 10P (EST)						1			1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		8/7/12
66.0	Cancelled Line / Spot	10/16/12-10/16/12	6	:30	10A- 11A (EST)			1						1	\$245.00	\$245.00	Charlotte (WSOC)		8/7/12
67.0	Normal Line / Spot	10/16/12-10/16/12	6	:30	10P- 11P (EST)			1						1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/7/12

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Brand C15C21 GOV (132630)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/C15C21
Account Types National/Political
Billing Type Standard
Comments MCCRO/ORDR FOR GOVERNOR
MCCRO/ORDR FOR NC GOVERNOR

Date Entered 07/10/12
Last Modified 10/02/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221198
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,635.00
Net Total \$43,265.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012
Grand Total:
Spots 56
Rate \$50,900.00
\$50,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
68.0	Cancelled Line / Spot	10/16/12-10/16/12	6	:30	11:35P- 12:05A (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)		10/2/12
69.0	Normal Line / Spot	10/16/12-10/16/12	6	:30	5P- 5:30P (EST)			1						1	\$700.00	\$700.00	Charlotte (WSOC)		8/7/12
70.0	Normal Line / Spot	10/16/12-10/16/12	6	:30	6A- 7A (EST)			1						1	\$750.00	\$750.00	Charlotte (WSOC)		8/7/12
71.0	Normal Line / Spot	10/16/12-10/16/12	6	:30	7A- 8A (EST)			1						1	\$700.00	\$700.00	Charlotte (WSOC)		8/7/12
72.0	Normal Line / Spot	10/16/12-10/16/12	6	:30	8A- 9A (EST)			1						1	\$600.00	\$600.00	Charlotte (WSOC)		8/7/12
73.0	Cancelled Line / Spot	10/17/12-10/17/12	6	:30	10A- 11A (EST)				1					1	\$245.00	\$245.00	Charlotte (WSOC)		10/2/12
74.0	Cancelled Line / Spot	10/17/12-10/17/12	6	:30	10:58A- 11:57A (EST)				1					1	\$325.00	\$325.00	Charlotte (WSOC)		10/2/12
75.0	Normal Line / Spot	10/17/12-10/17/12	6	:30	5P- 5:30P (EST)				1					1	\$700.00	\$700.00	Charlotte (WSOC)		8/7/12
76.0	Normal Line / Spot	10/17/12-10/17/12	6	:30	5:30P- 6P (EST)				1					1	\$750.00	\$750.00	Charlotte (WSOC)		8/7/12
77.0	Normal Line / Spot	10/17/12-10/17/12	6	:30	7A- 8A (EST)				1					1	\$700.00	\$700.00	Charlotte (WSOC)		8/7/12
78.0	Normal Line / Spot	10/17/12-10/17/12	6	:30	8A- 9A (EST)				1					1	\$600.00	\$600.00	Charlotte (WSOC)		8/7/12
79.0	Normal Line / Spot	10/15/12-10/15/12	6	:30	6A- 7A (EST)									1	\$750.00	\$750.00	Charlotte (WSOC)		8/7/12
80.0	Normal Line / Spot	10/15/12-10/15/12	6	:30	7A- 8A (EST)									1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
81.0	Normal Line / Spot	10/15/12-10/15/12	6	:30	8A- 9A (EST)									1	\$600.00	\$600.00	Charlotte (WSOC)		8/7/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.